

GROUNDED SPACE EVENTS:

HOW TO MAKE SOCIAL CHANGE STICKY?

OTTAWA: OCT 10
TORONTO: OCT 11-13

Leadership

Team Practice

Social Sciences

Design

Data

MOSTLY
FREE &
OPEN TO
EVERYONE



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IN WITH
FORWARD


WEST NEIGHBOURHOOD
HOUSE
Formerly St. Christopher House


BRIDGE+POINT
HEALTHCARE

OTTAWA EVENTS



Tue, 10 Oct, 9:00 AM – 3:00 PM
DATA & ETHNOGRAPHY

You can't get to new ideas without fresh insights. Spend a day learning how ethnographic research methods lead to actionable insights.

\$100, Location: 25OneCommunity, 251 Bank Street



Tue, 10 Oct, 10:00 AM – noon
R&D: WHAT DO WE MEAN?

We'll talk social sector research techniques and explore opportunities to integrate research & development into your own organization.

Free, Location: The Commons at MediaStyle, 131 Bank, 3rd floor



Tue, 10 Oct, 2:00 PM – 4:00 PM
BEHAVIOUR CHANGE 101

Social change requires behaviour change. Learn about and apply some of our favourite behaviour change theories to real life scenarios.

\$50, Location: The Commons at MediaStyle, 131 Bank, 3rd floor



Tue, 10 Oct, 5:00 PM – 7:00 PM
FIVE PEOPLE WALK INTO A BAR

Come meet the team behind Grounded Space, and learn more about design + social science approaches to deep change. First round on us.

Free, Location: TBC

CLICK HERE TO REGISTER

or go to <http://inwithforward.eventbrite.com>

TORONTO EVENTS



Wed, 11 Oct, 5:00 PM – 7:00 PM

FIVE PEOPLE WALK INTO A BAR

Come meet the team behind Grounded Space, and learn more about design + social science approaches to deep change. First round on us.

Free, Location: Reposado Bar, Toronto



Thu, 12 Oct, 9:00 AM – 11:00 AM

R&D: WHAT DO WE MEAN?

We'll talk social sector research techniques and explore opportunities to integrate research & development into your own organization.

Free, Location: Bridgepoint Health Centre, 1 Bridgepoint Drive



Thu, 12 Oct, 10:00 AM – 4:00 PM

DATA & ETHNOGRAPHY

You can't get to new ideas without fresh, substantiated insights. Spend a day learning how ethnographic research methods lead to fresh insights.

\$100, Location: Bridgepoint Health Centre, 1 Bridgepoint Drive



Tue, 10 Oct, 2:00 PM – 4:00 PM

BEHAVIOUR CHANGE 101

Social change requires behaviour change. Learn about and apply some of our favourite behaviour change theories to real life scenarios.

\$50, Location: Bridgepoint Health Centre, 1 Bridgepoint Drive



Fri, 13 Oct, 9:00 AM – 11:00 AM

RHYTHMS AND RITUALS

Two essential parts of an innovative team! Together we will sample dozens of tools for reflection, communication, and documentation.

Free, Location: Bridgepoint Health Centre, 1 Bridgepoint Drive



Fri, 13 Oct, 9:00 AM – 11:00 AM

HUMAN INTERACTION DESIGN

Join us for a neighbourhood walk to explore the idea that everything is designed, but not everything is human-centred or values-centred.

Free, Location: Bridgepoint Health Centre, 1 Bridgepoint Drive



Fri, 13 Oct, 1:00 PM – 3:00 PM

BEAUTY & SHAME WALK

What makes an interaction beautiful or shameful? Get a renewed understanding of how beauty and shame shape social service design.

Free, Location: Bridgepoint Health Centre, 1 Bridgepoint Drive



Fri, 13 Oct, 1:00 PM – 3:00 PM

LIMIT-LESS

Learn concepts and practical tools to disentangle limiting beliefs, and apply these to a current leadership situation where you feel stuck.

Free, Location: Bridgepoint Health Centre, 1 Bridgepoint Drive

ABOUT THESE EVENTS

Not just another workshop.

We are not big fans of one-off workshops. We believe that deep learning starts with lived experience and layers on top theory and practical inspiration. That's what this learning series embraces. We try to bring to life our favorite concepts with a mix of recent literature, case studies, provocative questions, and most importantly: your own practice. We believe that without grounding new concepts in daily practice, it's darn hard for them to stick.

Our case studies come from 10+ years of trying to achieve deep social change in the lives of people, organizations, and systems. We've worked in over 10 countries with children and families, street involved adults, older people, young people, people living with disabilities, and everyone in between.

With this learning series, we hope to spark fresh thinking amongst frontline staff, managers, leaders at all levels, policymakers, designers, researchers and anyone serious about social change. And for those ready for action, we invite you to join our collective of like-minded peers & organizations. We need all hands on deck to make change happen. Curious? Read on!

WHO IS IT FOR?

Frontline staff

Find fresh ways to make sense of your everyday practice and take away practical ideas to try out in your context. We'll start from your experience and see how a few new concepts can amplify what matters to you. You'll meet other forward thinking staff from other agencies.

You may be interested in:

- > Behaviour change 101
- > Rhythms and rituals

Leaders at all levels

Gain exposure to a range of approaches from other social fields and sectors. Come try on a new perspective or two, and see if the Grounded Space journey might be something you'd like your organization to pursue.

You may be interested in:

- > Beauty and shame walk
- > Limit-less

Funders & policymakers

We think innovation in the social space needs a different kind of curation and funding. Through these events you'll start to think about innovation as a core function rather than a one-time project, and how you can help facilitate the shift.

You may be interested in:

- > R&D: What do we mean?
- > Data & ethnography

Creatives & social innovators

Become a part of the Grounded Space network and connect to like-minded professionals and organizations. We regularly hire designers, developers and researchers from our network for Grounded Space, or we connect them to our member organizations.

You may be interested in:

- > Five people walk into a bar
- > Human interaction design

TOPICS

What are these events about?

How do you collect & use small data to drive change?
How do you design interventions that build capability & motivation?
How to apply behavior change theory to daily practice?
How can you actually be OK with failure?
How can you create space for the new & grieve the loss of the old?

What is Grounded Space?

We're a collective of community organizations, social service agencies, and InWithForward - an international team of designers, anthropologists and reflective practitioners. After more than a decade building teams to solve social problems, we're finding it's not just about any one project or solution. It's about building permanent capacity to make, test, and embed new practices.

WHY?

These events offer bite-sized introductions to the mindsets and methods behind social Research, Design, and Development. They are meant for curious individuals and intrigued organizations. All so we can curate a community of practice, and help community organizations and social services contemplate how they might engage as members of our Grounded Space Collective.

Why Grounded Space?

Grounded Space is our answer to the capacity challenge. It is Canada's first collective of social organizations pooling resources for continuous experimentation, or what we call Social Research & Development. Amazon, Google and most private sector superstars spend 3-30% of their annual budget on research, design, and development. It's time the social sector has the same infrastructure to re-imagine what is and co-create what could be.

WHO ?

Who is behind all of this?

We are Sarah, Jonas, Yani, Maggie, Jennifer, Daniela, Natalie, and Anna. And we're InWithForward: a social design shop with a big ambition: to turn our social safety nets into trampolines and enable people on the margins to flourish. Tired of all the innovation rhetoric, our focus is on values-led design, and on creating the capacity to listen, ask, observe, make, and test alternatives to the status quo. Grounded Space is our container for doing just that.

BIOs



dr. Sarah Schulman

Lead of social impact

Sarah is InWithForward's Founding Partner, where she facilitates a team of designers, social scientists, and community mobilizers to re-make social services from the ground-up. InWithForward is her fourth social business. From 2010-2012, Sarah co-ran InWithFor and worked with The Australian Centre for Social Innovation to launch 3 new social solutions including the award-winning Family by Family. From 2008-2009, she was Project Lead at Participle, one of the first social design shops in the world. Sarah holds a Doctorate in Social Policy from Oxford University, where she was a Rhodes Scholar, and a Masters of Education from Stanford University.

**#families #disability #addiction
#policy #theory of change #measurement**



dr Daniela Kraemer

Lead ethnographer

Daniela is focused on understanding the lived experiences of marginalized populations, and uses the data and insights to push for social change. Over the past 10 years she has led research projects in Africa, the South Pacific and Canada. She has co-written a book on the exploitation of paid domestic workers, produced a documentary about a gang of urban young men, and her articles on social transformation and urbanization are regularly published in academic journals. Daniela has a PhD in Social Anthropology from the London School of Economics and teaches applied anthropology and qualitative research methods in Ontario universities.

**#homelessness #poverty
#anthropology #teaching**



dr. Jennifer Charlesworth

Lead of organizational change

Jennifer has worked as a frontline youth worker, child day care worker, policy analyst, fund developer, professor, researcher, advocate, Cabinet advisor, and CEO. Along the way she had a few crises of faith that left her trying to figure out what she could do differently to bring about deep social change. This led Jennifer to do an interdisciplinary PhD from the University of Victoria. Serving on the Premiers Advisory Council on Social Innovation inspired her to pursue a Global MBA in the UK. For the past 6 years Jennifer has been co-designing and co-delivering transformational leadership programs for people working in Indigenous and non-Indigenous social care organizations.

**#children #families
#leadership #government**



Muryani

Lead design researcher

Muryani leads up design research in Grounded Space. She supports and coaches teams in social services agencies in design methods. She received her Masters degree in Industrial Design Engineering from Delft University of Technology in the Netherlands. She loves to use social psychology theories to design services that would work for marginalized groups of people. This has brought her to work on projects like the Tinytask with DIOPD to design for happiness and well-being, and designing a novel mobility device in Gujarat, India. She enjoys doing ethnographic research, visualizing complex ideas, and creating good content to prompt meaningful conversations (like Invisibilia podcasts!)

**#domestic violence #disability
#design #coaching**



Maggie Vilvang

Lead animator

Maggie has worked in support of people with disabilities and their families in many different roles. In her role as an animator she guides community groups and organizations with reflective practice. Next to her role at InWithForward, Maggie is the Principal of the Community Living Innovation Venture, hosted by the VanCity Community Foundation. Maggie approaches her work through a social innovation framework and believes that partnerships forged between dedicated entrepreneurial leaders from both the corporate and social realms will achieve positive social change. Maggie started over thirty-five years ago as a frontline worker.

**#community #disability
#reflection #government**



Natalie Napier

Lead coach

Natalie Napier is our Lead Trainer. She has worked in community economic development for over ten years, where she has helped found social enterprises and cooperatives. The ways that communities produce different opportunities, experiences, and connections is, in her opinion, just gripping. In one of her roles Natalie was coached by InWithForward and experienced first hand what social science and design methodologies can bring to the table. She decided to join the team to help build the Grounded Space. Natalie holds a BA in International Development, an MA in (Canadian) History, and abandoned an all-but-thesis MA in Philosophy of Education.

**#unemployment #economic development
#training #education**